

**South Park Stakeholders Group – Board of Directors Meeting
Wednesday, July 17, 2013, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Board Members:

Robin Bieker, Gary Warfel, Bob Buente
Conference call: David Galaviz, Cliff Hoffman, Martha Saucedo
ABSENT: Phillip Hill

Staff:

Jessica Lall, Amanda Irvine

Guests:

Kevin Farrell (Century West Partners), Greg Vance (Century West Partners), Richard Wu (Grand Lofts), Marcus Lieber (RBZ), Steve Hillard (Streetplus), Lauren Schlau (Lauren Schlau Consulting), Rob Hooks (Lincoln Properties), Daniel Taban (Jade Enterprises), Tyler Stonebreaker (Creative Space), Doyle McDonald (Hearst Corp)

MINUTES:

Chairman of the Board, Robin Bieker, called the meeting to order at 8:31 AM. There were no public announcements or comments.

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Public Comment	No public comment	No action taken
Review and approve June 20, 2013 Minutes	No comments or changes.	Gary motions to approve the June 20, 2013 minutes, Bob seconds. All in favor, none opposed.
Presentation: Century West Partners, Avant Project	Kevin and Greg: Presented the project to Mayor's office 2 years ago. First project is Avant rental units– 1340 S Figueroa. Two buildings, one 90-unit connected by bridge to 160-unit. Amenities are on Figueroa address, building along Flower does not have its own amenities but is connected. Great views of city skyline. Broke ground about a year ago, January 1, 2014 is first delivery of units. Still 2 vacant lots to N and S of project. 1500 S Figueroa has been rebranded as 1420 so it sounds closer to first building. Store fronts are at grade. Big challenges are finishing building, marketing, and leasing retail space. Ideal is to have a restaurant/bar and a small market. Issue is it is not a great lunch/dinner location, area attracts more of a dinner crowd. Average unit size is 680 sq ft.	No action taken
Treasurer's Report:	a. <i>RBZ Financial Update</i> <ul style="list-style-type: none"> We're spending well within budget 	Cliff motions to approve obtaining a line of

	<ul style="list-style-type: none"> A number of variances for overall spending, but they are all easily explainable to the city when necessary. Burn rate is about \$150,000/month. Marcus and Gary will get together and double check everything before sent to City and check with City Clerk's office. Be aware of contingency so we can protect that. <p>b. <i>Collections update</i></p> <ul style="list-style-type: none"> Just under 92% collections for non-government. <p>c. <i>Approval of line of credit</i></p> <ul style="list-style-type: none"> Since there is a chance of being a little short with assessment collections, we received a line of credit proposal for \$150,000 from the bank. Pretty standard terms. Gary would like to get Board support for this. Will be reviewed again at Executive Board level if we decide to draw down on it. Not ideal to comingle funds if we borrowed from Capital account instead. Marcus – How quickly can this get approved at bank, what will they need as evidence from us? <i>It's fully discretionary and ready to go.</i> Martha – Is there any way we can avoid having this cash flow problem in the future? <i>Yes, it's unique to this year because of manual billing. This related to the issue with receivables, which are not protected by lean rights because not coming through on the tax rolls.</i> 	<p>credit, Robin seconds. All in favor none opposed.</p>
Secretary's Report	<p>a. <i>October Election Meeting Update / election of new board members</i></p> <ul style="list-style-type: none"> (See Election meeting timeline) August 1 – Send out letter nomination requests to property owners, where they will have 45 days to nominate via website. Nominees will fill out a short application as their acceptance of nominations. Goal is for an October election meeting According to bylaws, ONLY property owners can nominate people to the Board; only Board members can vote. SP Staff will submit to Board members a packet of all nominee information. Staff is looking at how other BIDs conduct the actual election. Planning on announcing the annual meeting date and accomplishments of the year in letter. October 17 is chosen as date for annual meeting. 	<p>No action taken</p>

	<p>b. <i>December Annual Meeting</i></p> <ul style="list-style-type: none"> • Date set for the evening of December 11th likely off-site for more room. • Cliff offers room at the hospital. 	
	DIRECTOR REPORTS	
Executive Director, Jessica	<p>i. <i>New revenue opportunity / creation of new BID</i></p> <ul style="list-style-type: none"> • There are 3 blocks east of us that are not in any BID • In last few months, we have been approached by property owners about having a BID in the area or contracting services from us. We get about 3 calls a week to go over there. • We cannot currently provide services there according to our management district plan unless there is a separate contract. • Jessica proposes Board approving her spending up to 15% of her time to facilitate discussions btw stakeholders regarding creating a new BID, that would be paid for by the property owners of that district. • Potential for SP Stakeholders Group to enter into a management contract for managing a new BID. • If there was a BID created in that district, it could look into paying us back for her time. • Bob – This would be a general benefit? YES • Gary – As long as we're careful about General vs. Special benefit, it's a great idea. Would be great to put together a packet for offering external services for the cost of doing so for general purposes. • Martha – Very much in support. If the issue has come up repeatedly, it is worth it for us to look into it. • Jessica – Let's start with 3 months, keeping detailed notes of time utilized. • Bob – Would like to see a projected financial benefit to our BID if it would follow through. • Jessica – Will organize a group of people in the new BID proposed area that would direct the organization. • David – Also in support. • Jessica – Expanding the current BID is not a good option, as we would have to go out to ballot all over again and could jeopardize the current SPCBD. Better idea is that both BIDs MDP would sunset at the same time, to allow for the opportunity to combine them or leave them separate when the time comes in 2017. • Daniel Taban - Owns property in new BID area 	<p>Bob motions to allow Jessica to allot 15% of her time for the next three months towards pursuing the business opportunity of a contract with a new BID to the east. David seconds, all in favor, none opposed.</p>

	<p>and would be interested in having a BID there.</p> <ul style="list-style-type: none"> • Lauren – Has worked on creating BIDs before, and states that administrative costs are what can kill a small BID, so combining the management with a contract would make it more viable than others. • Jessica – There is becoming a value to being associated with the South Park name. 	
Planning and Communications, Amanda	<p>i. <i>Database</i></p> <ul style="list-style-type: none"> • The approved Accendo database is moving forward. • Collecting and organizing of data is being done internally and on the street with the new interns. • Design of entire interface and training on functions is underway as well. • Should be fully functional in all aspects, including security and maintenance reporting, by the end of August. <p>ii. <i>Website</i></p> <ul style="list-style-type: none"> • Back-end has been debugged and redone • Should be fully operational with new interface by the end of August. <p>iii. <i>Newsletter</i></p> <ul style="list-style-type: none"> • Has doubled outreach since its inception in March • Has a 45% average open rate, which is above average. 	No action taken
COMMITTEE REPORTS		
SOBO, Bob	<p>i. <i>Approval of up to \$15K for clean team equipment</i></p> <ul style="list-style-type: none"> • Steve has noticed that some specific cleaning issues that can be solved with better equipment. • Pressure washing – take off the truck and put it on a trailer unit, so it can be dropped off on a block, so they driver doesn't have to stay (not everyone is allowed to drive it). • Hyrdotwister – kind of like a sidewalk buffer • Echo Shred N Vac – Backpack vacuum to do edges, more effective than broom and pan. Noise is lower than standard for downtown. • Field King Deluxe Backpack Sprayer – Odor suppressor unit to get in direct contact with urine spots, as well as weed abatement. • <i>Total is \$9,275; asking for \$15,000, so we can pick up more if necessary.</i> • Jessica – We have been able to be reactive, but with these materials we can be more proactive. <p>ii. <i>Approval of up to \$30K for EBO street corner enhancement</i></p>	<p>i. Bob motions to approve the spending of up to \$15,000 on new clean team equipment, David seconds. All in favor, none opposed.</p> <p>ii. Bob motions to approve the spending of up to \$30,000 on EBO street corner enhancements, David seconds. All in favor, none opposed.</p>

	<ul style="list-style-type: none"> Tentatively identified street corners for branded umbrellas, tables, and chairs on condo blocks. One concern is how to prevent vandalism and theft? They would be distributed and picked up by our clean team. MDP requires us to spend additional funding on condo blocks (EBO) – would come out of capital costs from EBO. Would need to do it on next 3-6 months, with reports back to the board. We have spoken with condos, but will show specific plans to them before moving forward. <p>iii. <i>Reallocation of \$30K for new truck funds to segways & car painting</i></p> <ul style="list-style-type: none"> We had a plan that we needed a new truck for security for about 6 months Instead, SOBO has decided to utilize this allocated money for segways, starting with 2. These have a lot of advantages over a car: better visibility than walking (1 ft up), closer to the people than inside of a car, \$16,600 for 2. Balance of the money would go towards repainting the trucks. After Steve got involved, we got the trucks repainted for a much cheaper price. These segways are intense – they are not the cheap ones that you rent on the pier. Only maintenance is tires twice a year and batteries once a year. Trucks will be finished soon – all painted and branded within 2 weeks. 	<p>iii. Robin motions for reallocation of \$30,000 for new truck funds to segways & car painting, Bob seconds</p>
DISI, Jessica	<p>i. <i>Approval of up to \$30K for district mobile kiosk</i></p> <ul style="list-style-type: none"> A pop-up that would function as an all-inclusive booth; ability to advertise, sell ad space Set up at LA Live, Farmers Markets, district events Space for pamphlets for businesses in area DISI had ideas for a restaurant reservations through it This is the most advanced and tech savvy of the options out there Other downtowns have these, but nowhere else in DTLA Looking at 6 x 4 size. Amenities include wifi, lights, monitor, music A resource for visitors and community Comes out of DISI capital budget Steve is getting two bids for these Likely cost \$20,000 <p>ii. <i>Approval of up to \$35K for ULI-TAP study for South</i></p>	<p>i. Bob motions to approve the spending of up to \$30,000 for a district mobile kiosk, Robin seconds. All in favor, none opposed.</p> <p>ii. Tabled based on research of less expensive cost</p>

	<p><i>Park</i></p> <ul style="list-style-type: none"> • Very sophisticated report put together by ULI members as volunteers • SP puts together the questions to answer, framework • BID could use assistance on a road map for next steps for the area • We decide what the professional makeup of what we want in the panel • Century Blvd. TAP study is a great example • Goal is to have this panel in September and have it done by Thanksgiving so we can present it at the Annual Meeting • Spoken with city planning, who is excited about this too • ULI has been around for 80 years, land use resource professional organization • 1.5 day panel • We would own the report, but not be able to change the content • Martha – Likes the concept, but doesn't it seem like a lot of money? Economic studies they have done have not cost as much. • Jessica – We don't know of another organization than can do something quite like this. Spoke with Laurie Hughes at LAX BID and she said it was one of the most valuable tools they had. • Martha – If the panelist is volunteers, where is the cost being allocated? Where are the costs incurred? • Bob – 3 ULI staff members involved with this, beyond the volunteers. The rest is income for the organization. • David – Used a private company and spent about the same amount of money, and there was no presentation involved. • Martha – Can get us 2-3 other companies to look at proposals • Gary – ULI is such a credible organization, it's going to be hard to find something comparable. It adds value to the community inherently by being this organization. • Bob – This is at the bottom of what ULI usually charges. <p>iii. Jones-Lang LaSalle pro-bono district report</p> <ul style="list-style-type: none"> • Ben Stapleton works for JLL, they had put together a pro bono real estate report for arts district. • Jessica will move forward with this. 	
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LUED, Gary	<p>i. Review Committee goals/objectives</p> <ul style="list-style-type: none"> • Gary – We have the ability to have this committee, and it's necessary. • Robin – It's not that we don't need it, but maybe it is tabled until the 1st of next year. • Bob – It's an access point for developers; main function for the committee. But besides being a place where developers show off their projects, what else does this committee do? Proactive roles on project support come from neighborhood councils, not here. • Jessica – Every day, we work with developers and businesses to help connect them to the right people. All of that is happening, by the nature of our jobs. • Bob – So is LUED a standing committee? It is not mandated in our MDP. • Martha – From Ted's perspective, the value is the general BID resources that we're providing. From our structure, we're fulfilling these roles already. • Gary – Will put together a plan for why we need this other committee. 	No action taken
Other Business	<p>David – Thank you for support of Coliseum, it was approved for USC to take over management of it. Wants to minimize impact on traffic impacts with the new football season and will keep us posted.</p> <p>Richard – Potential of a single entity taking over 5 parcels in South Park, stemming from bankruptcy, looking to unload all properties from EVOQ to one buyer. Might be a lot of new developments coming, high rises.</p>	No action taken
Next Meeting	August 15, 2013 at 8:30 AM	

Robin adjourns meeting at 10:26 AM

NEXT STEPS:

- **Jessica will:**
 - Move forward with all preparations for an October 17 election meeting.
 - Begin to spend up to 15% of her time on the creation of a new BID.
 - Look into options similar to ULI's TAP report.
- **Amanda will:**
 - Advise on the completion of the database and website.

Minutes taken by Amanda Irvine, staff and revised